

**1. Introduce the name of your company (or organization)**

"Ottawa Fence Pros"

**2. Provide a description of the purpose of this site and its intended users.**

The purpose of this site is to attract customers to get a quote from the company to eventually build a fence for their home. Customers are able to browse fence style options as well as request a quote for their selection. This could easily attract customers as they can fill the simple form and get a quote from the company as well as browse the attractive fence styles.

**3. Explain which interactive processes will be featured (at least 4).**

- a. Explore in the divergent convergent model.
  - i. Users will be able to navigate all the possible fence styles and colors and finally make a selection for which they can request a quote. (Image 1 in the accordion)
- b. Follow instructions.
  - i. Users will be assisted with instructions to select their fence style, their personal information, the dimensions of their fence and backyard step by step and eventually their concerns/comments. (Image 1 and 2)(1 for selection of style 2 for the rest)
- c. Absorb information.
  - i. Users can see the various styles and get a description of the style with the name. (Image 1 in the accordion)
- d. Communicate.
  - i. Users can write comments, preferences, concerns, or questions when submitting their request for a quote which may affect their pricing that is sent to them through email and which a team member will reply to. (Image 2)

4. Show a sketch/mock-up for each process. Name these sketches (Sketches 1, 2,...) so that you can refer to them in your point (5).

Image 1 (Main Page):

(613) 123-4567 | Ottawa@fencepros.ca

<Logo>

Ottawa Fence Pros

Browse Our Fences and Get a Free Personalized Quote!

We specialize in wood, vinyl/PVC, chain link and iron fences!

Browse Options >

<Background fence picture>

About Our Company

Our team has been making home owners happy since we started installing fences back in 2000. Over the past years, we have installed nearly 3000 fences all of which have never failed to satisfy our clients. This is because of our lifetime limited warranty, our exceptional high quality materials and our amazing team of professional fence installers.

Lifetime Limited Warranty

Premium Grade Materials

Installed by professionals not subcontractors

Select The Type Of Fence You Would Like And Browse Your Options Today!

Wooden Fences

+

Vinyl/PVC Fences

—

Fence name 1

<fence style img>

<Fence description>

Request a quote >

Fence name 2

<fence style img>

<Fence description>

Request a quote >

Fence name 3

<fence style img>

<Fence description>

Request a quote >

Chain Link Fences

+

Iron Fences

+

Browsed All Our Options And Still Not Sure Which Fence Is For You?

Request A Quote Anyways!

Request A Quote Now >

(613) 123-4567 | Ottawa@fencepros.ca

Image 2 (Modal form that appears on top the main page):

Quote Request For <Insert Fence Name>

X

First Enter Your Name And Contact Information So That We May Get Back To You.

First Name

Enter First Name

Last Name:

Enter Last Name

Email:

Enter Email

Phone Number: (xxx-xxx-xxxx)

xxx-xxx-xxxx

Next, Select The Approximate Sizes Of Your Backyard And Fence

My Backyard Is:

Medium Sized

I Want My Fence To Be:

7ft tall

Lastly, Tell Us More About How You Would Like Your Fence, Any Comments, Concerns or Questions You May Have Regarding The Estimate Or Project.

Preferences, Comments, Concerns And/Or Questions:

Enter Any Preferences, Comments, Concerns And/Or Questions Here

Cancel

Request Quote >

**Image 3 (Thank you for submitting page):**



**5. Design elements related to 10 heuristics.**

**1. Consistency**

- i. The website contains external consistency as the selectors and text entry is done the same way on most websites. Additionally, there would be internal consistency as the fonts are all be the same, and every fence option has an image, title, and description to further enhance internal consistency. (Image 1)

**2. Familiar language and metaphors**

- i. The language on the site is easy to understand by most people. The buttons are also easy understand because they use basic terms such as "Request a quote." (Image 1)

**3. Simple, aesthetic, and functional design**

- i. There isn't any "noise" on the website, meaning only relevant information is shown. There are also only a few choices per row of fence options to keep the design simple and to reduce crowdedness. Additionally, the options are collapsible as they are in an accordion layout. (Image 1)

**4. Freedom and Control**

- i. Users can browse all the fence styles without proceeding with the quote request. This allows users to have full freedom to view their preferences without any commitment. (Image 1)

## **5. Flexibility**

- i. There are many ways to get to the browsing section of the website. A user is able to press on the category they would like to see after having scrolled to the browsing section, or they may press the “Browse Options” button, which is one of the first buttons you see, and you will be brought there. If they are unsure of what style to pick, they can scroll further down where they can still request a quote. (Image 1)

## **6. Recognition over recall**

- i. The website does not assume that the user will remember the fence style’s name. Instead, the user can press on the particular style to get more info or request a quote, without ever having to remember the name. This avoids the user having to select the name of the fence from a drop down or typing it in a text box. (Image 1 and 2)

## **7. Clear Status**

- i. The website has a clear status for the form process. For example, it will tell you step by step to enter your personal information, followed by the sizes of your backyard and fence and then any questions or comments you may have, etc. Finally, when the form is submitted, the website will tell you so and that the company will contact you as soon as possible. (Image 2 and Image 3)

## **8. Error Prevention**

- i. The website will make sure you enter a valid email address so that the company may contact you back with their estimate and avoid wasting the company and user’s time. (Image 2) (Validation message would be a pop up under the entry field and only appears when a mistake is done) Additionally, the website tells you the phone number format beforehand to avoid entering any wrong formatted numbers (Image 2)

## **9. Error recovery**

- i. If the user enters an email with an incorrect format the website will let them know what has happened so that they may resolve the problem. This also applies for the phone number format. (Image 2) (Validation message would be a pop up under the entry field and only appears when a mistake is done)

## **10. Help**

- i. The website will be of type “walk up and use” so that no documentation should be required. However, the website will include instructions on filling the form as previously mentioned in the “linear process” where the site will say step by step to enter your personal information, followed by the sizes of your backyard and fence and then any questions or comments you may have, etc. (Image 2)